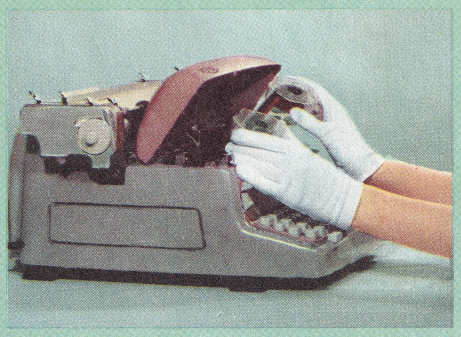
SOFTest TOUCH in electric typing

even the ribbon is easy to change on the New Royal Electric with Twin-Pak

now...

changing a ribbon is so clean and easy you can do it with white gloves on!



new Twin-Pak...

ribbon comes rolled inside two plastic cases. Nothing to wind! Nothing to thread!

it's a snap

Lift out the old Twin-Pak . . . drop in the new. And look — no more smudgy fingers!

ROYAL TYPE STYLES

Pica Semi Gothic - an informal sans-serif type. Excellent for technical reports.

MANIFOLD PICA GOTHIC - FOR MORE CARBON COPIES - LESS EMBOSSING. LEGIBLE NUMERALS - 1234567890

Standard Elite - especially designed for the exacting needs of business. Makes excellent carbons.

Canterbury Pica - a beautiful modern shaded type that lends distinction to your letters.

Modern Pica - affords all the advantages of Pica in addition to unusual modern style.

The new Royal Electric gives you letters with that sparkling "book look" . . . with practically no effort at all.

You see it takes less than two ounces to press down one key on the new Royal. Less than three ounces to depress the carriage return key. It's far and away the softest touch in typing!

And even the ribbon is easy to change with the New Royal Twin-Pak, the clean and easy ribbon changer.

Fact is, it's 13 times easier to operate than a non-electric typewriter. No other typewriter even comes close to its easy speed and convenience. Nor to its smart new lines and beauty.

Why not plan now to turn out *more typing . . . better-looking typing . . . in far less time?* Call your local Royal Representative for an office demonstration. Then tip your boss off to the money-saving facts. He's going to love the New Royal Electric, too!

Sandstone

Willow Green

Take a long, loving look at these new Royal Electrics. Have you ever seen such clean, handsome lines?

A famous color specialist created these Royaltone colors just for you. They cut down on eye glare, while they brighten up your typing.

Which Royaltone color will dress up *your* office the best — Pearl Gray, Sandstone, Willow Green, Sea Blue, Cameo Pink?

Pearl Gray

Sea Blue

Cameo Pink

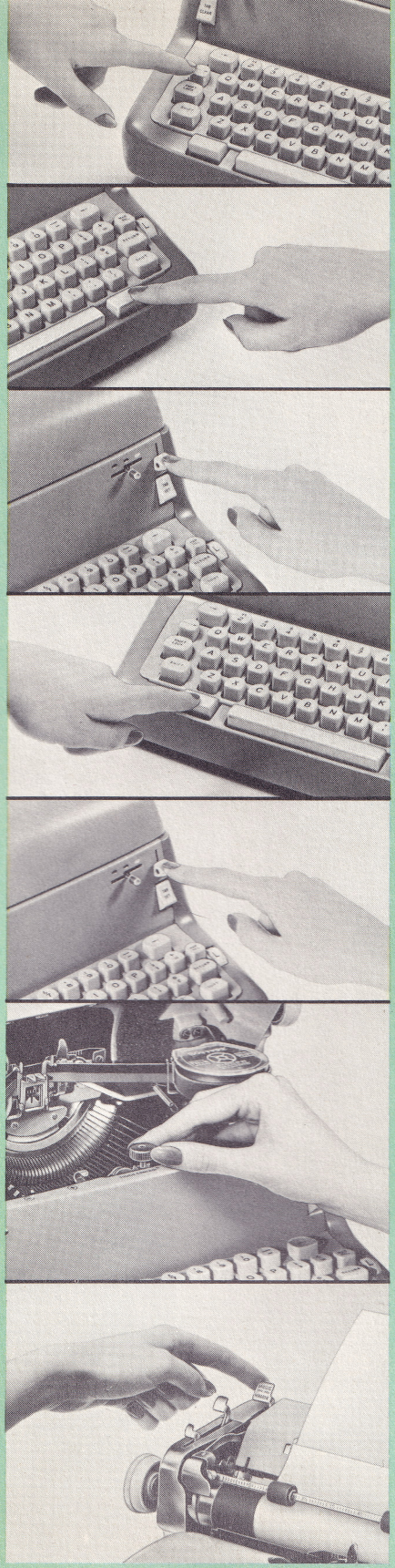
ROYAL®

ELECTRIC TYPEWRITERS

Product of Royal McBee Corporation
World's largest manufacturer of typewriters

a royal electric

has more automatic repeats than any other electric typewriter



Repeat Back Spacer

Repeat Horizontal Spacer

Automatic Underscore

Instant Space-up Control

Automatic Hyphen

Electric Touch Control®
The only electric on which the operator can adjust the touch to suit herself.

Magic® Margin
Another Royal exclusive that gives you the fastest easiest known method of automatic margin setting.

ROYAL®

ELECTRIC TYPEWRITERS

Product of Royal McBee Corporation
World's largest manufacturer of typewriters

ROYAL McBEE CORPORATION

Westchester Avenue **Port Chester, N. Y.**

Branch Offices in All Major Cities

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